**Introduction for a Single Lesson**

Date: 10-17-11

Time: 7:45-9:15

Subject: Sports Marketing: Brands & Branding

Group Size: 11

**Objectives**

* Define brand and branding with 100% accuracy.
* Identify the five characteristics of brand names with 100% accuracy.

**Standards**

* **1.6.9.A:** Listen critically and respond to others in small and large group situations.
* **11.2.9.A:** Solve dilemmas using a practical reasoning approach
* **SIS.2.C:** Use communication and social skills to interact effectively with others.
* **SIS.3.B:** Apply decision-making skills to deal responsibly with daily academic and social situations

**NBEA**

**Instructional Materials:**

* Textbooks
* Dry-Erase board
* Markers

**Introduction**

* PPT video as activation
* Today we will be talking about brands and branding.

**Procedures**

* Teacher-led PPT lesson
* Students will work in groups and independently during lesson
* Follow NOTES pages in printed PPT for questions.
* At end of slideshow, students will get into groups and work on project.

**Assessment/CFU:**

* Student involvement during guided lesson

**Closure/Transition:**

* **Exit ticket:** Do you tend to purchase more brand name products? If so, why?

**Adaptations/Considerations:**

* Copy of PPT can be given to students prior to class